



Public Service Commission of Wisconsin

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PSC Names Four More Broadband Regional Planning Teams

Also a minor change and addition made to earlier announced Regions 2 and 4

MADISON - The Public Service Commission of Wisconsin (PSC) today named another four Regional Planning Teams to assist in the broadband planning efforts currently underway statewide, in connection with funding Wisconsin has received through the American Recovery and Reinvestment Act (the Recovery Act). Earlier this year, the PSC and the broadband mapping contractor, LinkAMERICA Alliance, divided the state into nine planning regions and with these newly named teams, have appointed six of the nine regions. The remaining three regional teams will be named in the future.

The teams named, comprised of leaders of community, business and public sector organizations, will cover four regions that together include 41 counties. In northwest Wisconsin, Region 3 covers ten counties. Region 5, the largest of the nine regions, covers 18 counties in central and northeast Wisconsin. In southwest Wisconsin, Region 7 covers five counties, and Region 8 in south central Wisconsin covers seven counties. A map of the regions and their counties is included below.

LinkAMERICA and PSC staff worked primarily with regional economic development groups including Momentum West in Region 3, New North in Region 5, BEST in Region 7 and Thrive in Region 8 to identify teams in those regions. Regional planning teams are multi-sector groups from each region who will provide input into the development of regional broadband plans. Planning teams will:

- Provide coordination with on-going existing planning initiatives in each region.
- Share data on counties, communities, demographics, economy and broadband needs.
- Provide feedback on accuracy of current broadband maps and other regional data.
- Identify sectors that could benefit from increased broadband access and adoption.
- Determine priorities around which the region's broadband investment plan should initially focus to have the greatest impact for the region.
- Help identify data, resources and leadership needed to implement priority investments.
- Provide guidance to the LinkWISCONSIN staff in drafting regional broadband investment plans.

The PSC received Recovery Act funding to conduct a 5-year broadband mapping and planning project called LinkWISCONSIN. The broadband map will be used as a tool by the teams to develop and implement regional investment plans. The plans will focus on strategies to deploy broadband to unserved and underserved areas of Wisconsin, and to increase adoption and use of broadband in the state.

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Area of Interest	Region 3 Momentum West	Region 5 New North	Region 7 BEST	Region 8 Thrive
Education	Tom Lange, Technology Coordinator Rice Lake School District Jerry Bishop, CIO Chippewa Valley Technical College (alternate)	Doug Andrews, Technology Coordinator Sturgeon Bay School District	Derek Dachelet, Dir. of Marketing & PR Southwest Technical College	Ed Clarke Madison Area Technical College
Libraries	Gus Falkenburg, Technology Support Specialist Indianhead Federated Library System	Rick Krumwiede, Dir. Outagamie Waupaca Library System Sue Vater Olsen, Dir. Scandinavia Public Library (alternate)	Nita Burke, Dir. Johnson Public Library Darlington	Bob Bocher, Library Technology Consultant Dept. of Public Instruction Bret Jaeger, Dir. Waupun Public Library (alternate)
Health Care	Donna Schmidt, Applications Analyst Ministry Health Care	Randy Ronsman, Dir. of Information Services Bellin Health System	Nicole Clapp, Pres./CEO Grant Regional Health Center	To Be Determined
Economic Development	Bill Warner, Dir. Pierce Co. Econ. Development Chris Smith, Dir. Dunn Co. Econ. Development (alternate)	Sam Perlman, Manager Economic Development Door County Economic Development Corp.	Rick Terrian, Exec. Dir. Iowa Co. Economic Development Corp.	Sean Robbins Thrive, Inc. Brad Elmer Thrive, Inc. (alternate)
Regional Planning Commission	Chris Straight, West Central WI Regional Planning Commission	Richard L. Heath, Asst. Dir./Principal Planner Bay-Lake Regional Planning Commission Eric Fowle, Dir. East Central WI Regional Planning Commission	Larry Ward, Dir. Southwestern WI Regional Planning Commission	Kamran Mesbah Capital Area Regional Planning Council
Business	Larry Colemanm, CPA Coleman & Hartman Dan DuVal Falls Bait Co. (alternate)	To Be Determined	Dave Bangert, President WIconnect Wireless	Dierdre Birmingham Business Owner Regan Creek Orchard
Agriculture	Paul Bauer Ellsworth Co-op Creamery	To Be Determined	Tom Martin, Owner Mountain Lane Farms Wauzeka	Randy Roecker Roecker's Rolling Acres Loganville
Government	Neil Soltis, Admin. Village of Osceola Steve Okonek, Dir. Clark County (alternate)	Tim Ullman, Dir. Door County Information Systems	Tom Jackson, Research Asst. Office of Senator Dale Schultz, WI Legislature	Jon Hochkammer, Mayor of Verona WI Counties
Public Safety	To Be Determined	Tom Swadley, Information Coordinator FoxComm Management	Steven Michek, Sheriff Iowa Co. Sheriff Dept.	To Be Determined
Non Profit	Dustin Doornink, Director of Technology Aurora Community Services	Sean Ryan, Race Director Cellcom Green Bay Marathon	Rick (Ricky) Rolfsmeyer, Executive Director WI Rural Partners	Eric Howland, Executive Director DaneNet

Seniors	Timm Johnson Osceola	David Quimby, Retired Former Communications Director St. Norbert College	Connie Steinhoff, Dir. Platteville Senior Center	Julie Seeman, INA Specialist Rock Co. Council on Aging
Energy/ Environment	To Be Determined	Bill Sands Wisconsin Public Service Corporation	Steve Lucas, CEO Scenic Rivers Energy Cooperative	Andy Burch, Manager Product Management Alliant Energy
Tribal	No Nominations	Jeremy Weso, Tribal Administrator Menominee Jennifer Gauthier Menominee (alternate)	No Nominations	William Browne, IT Administrator Ho Chunk
Telecom (nonvoting)	Larry Knegendorf, General Manager Baldwin Telecom Jim Smart, Bloomer Telephone Company (alternate)	Lee Thibaudeau, Nsight Telservices Mark Dodge Wittenberg Telephone & Niagara Telephone Companies	Brian Gardner, Mgr. – Market Management TDS Telecom	Jim Rice VectorTech, Inc.

The PSC also approved changes to Regions 2 and 4. Region 2's new health care representative, Howard Dobizl, IT Executive of Ministry Health Care will replace Fred Bouwman who will serve as an alternate. In Region 4, William Browne, IT Administrator at Ho-Chunk, has been appointed tribal representative.

For more information on coverage areas, Wisconsin's interactive map and more information about broadband mapping and planning efforts, visit www.link.wisconsin.gov.

LinkWISCONSIN Regions



- Region 1: Ashland, Bayfield, Burnett, Douglas, Iron, Price, Sawyer, Taylor and Washburn
- Region 2: Forest, Langlade, Lincoln, Oneida and Vilas
- Region 3: Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, Rusk and Saint Croix
- Region 4: Marathon, Portage and Wood
- Region 5: Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Washara and Winnebago
- Region 6: Adams, Buffalo, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon
- Region 7: Crawford, Grant, Iowa, Lafayette and Richland
- Region 8: Columbia, Dane, Dodge, Green, Jefferson, Rock and Sauk
- Region 9: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha

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